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NEW

EUROPEAN
STUDIO
THEM

50¢

FLASH

A BIG CHAMPION introduces a Great New European Studio, **THEM**—Treasure House of European Models, into the dynamic pages and popular format of BIG magazine with this inaugural issue!

Treasure House of European Models

THEM joins its AMERICAN Champion cousin in a spirit of One Worldness to give **BIG** magazine a NEW LOOK.

TOP-STAR, ALL-MALE MODELS from Europe and the U.S. will parade before your very eyes on BIG page after BIG page, from cover to cover, in a dazzling array of lively and imaginative photo action.

See Europe's and America's handsome physique boys photographed from every conceivable angle at the gym, at work, at play—all authentically shot inside or outdoors in their native homelands.

The EDITORS and PHOTOGRAPHERS of BIG magazine enlist your enthusiastic support in order to build BIG into the BIGGEST and BEST Physique Magazine obtainable.

Watch for BIG's NEW LOOK which will be mirrored in the BIG WORLD ANNUAL—your favorite Physique Magazine—BIGGER in every way! Scheduled for release in the Spring and Fall of 1965.

Now settle back, be comfortable, and enjoy BIG's NEW LOOK!!!

VOL. 4, NO. 1 MAY , 1965

THE BIG VIEW

Eye of the ARTIST

Eye of the BEHOLDER

Eye of the CAMERA

BIG's point of view should serve to inspire the young men of this nation to keep physically fit through healthful indoor and outdoor activity.

BIG is published bi-monthly (every other month) by WALJIM ENTERPRISES, INC., Box 3255, Grand Central Station, New York 17, N.Y. Subscription rates are $5.00 for 12 issues sent to you by sealed first class mail in plain wrapper. Foreign readers (except Canada and Mexico) please add $2.00 to the above rates. All photos, manuscripts and art submitted to BIG become the property of BIG and submission of material will be construed as permission to publish same without any further correspondence.

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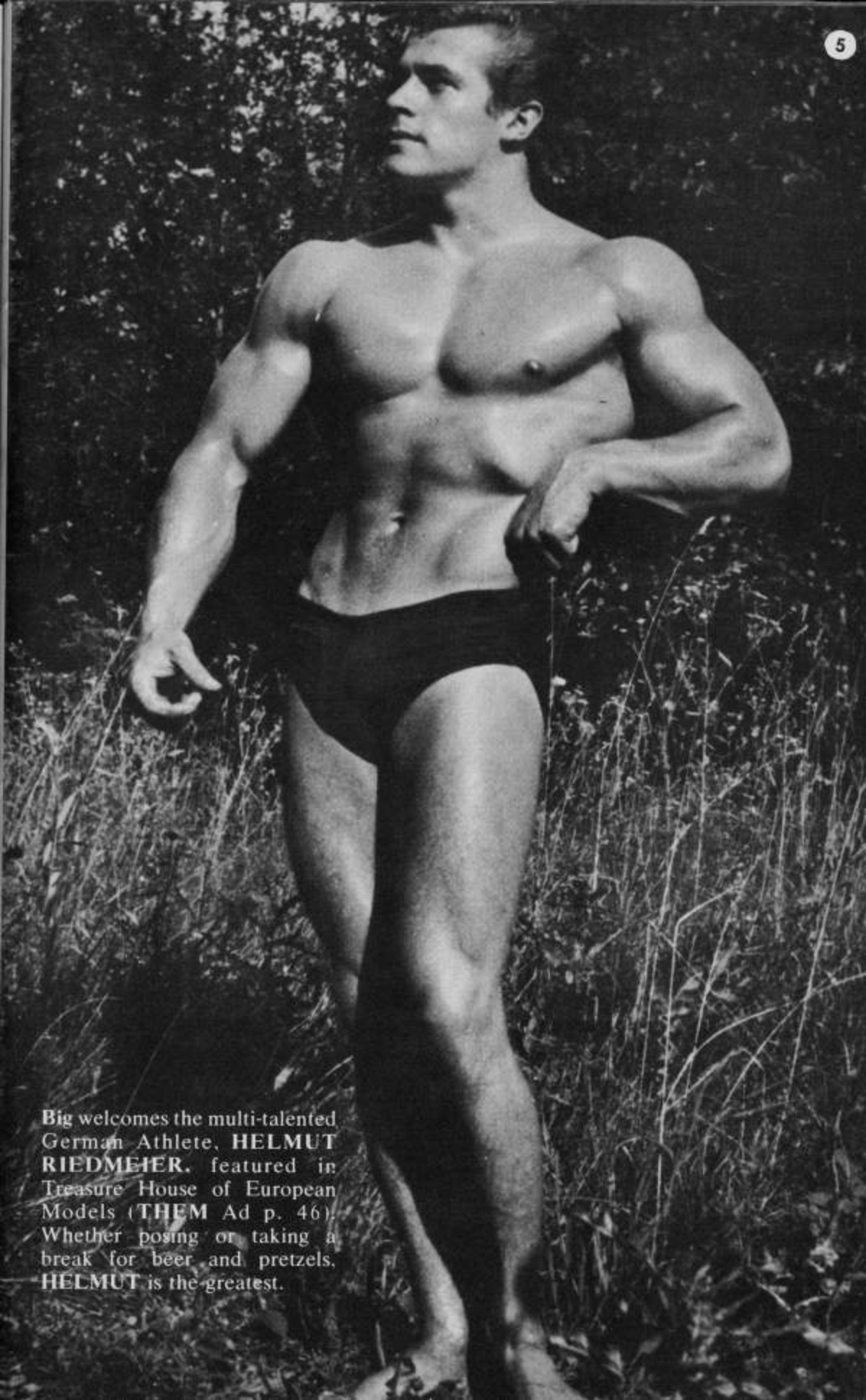
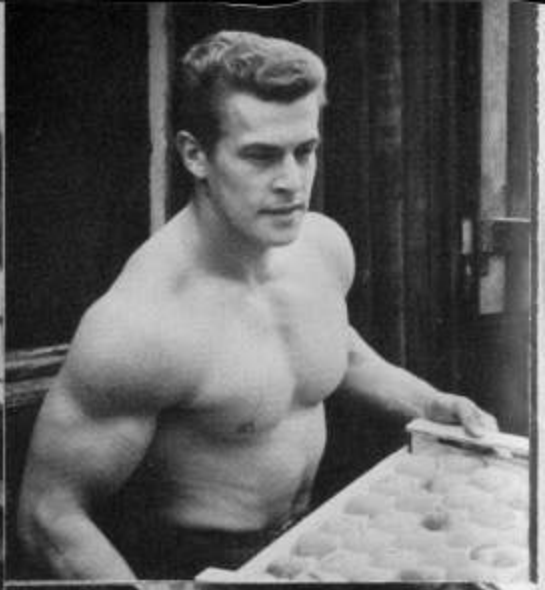


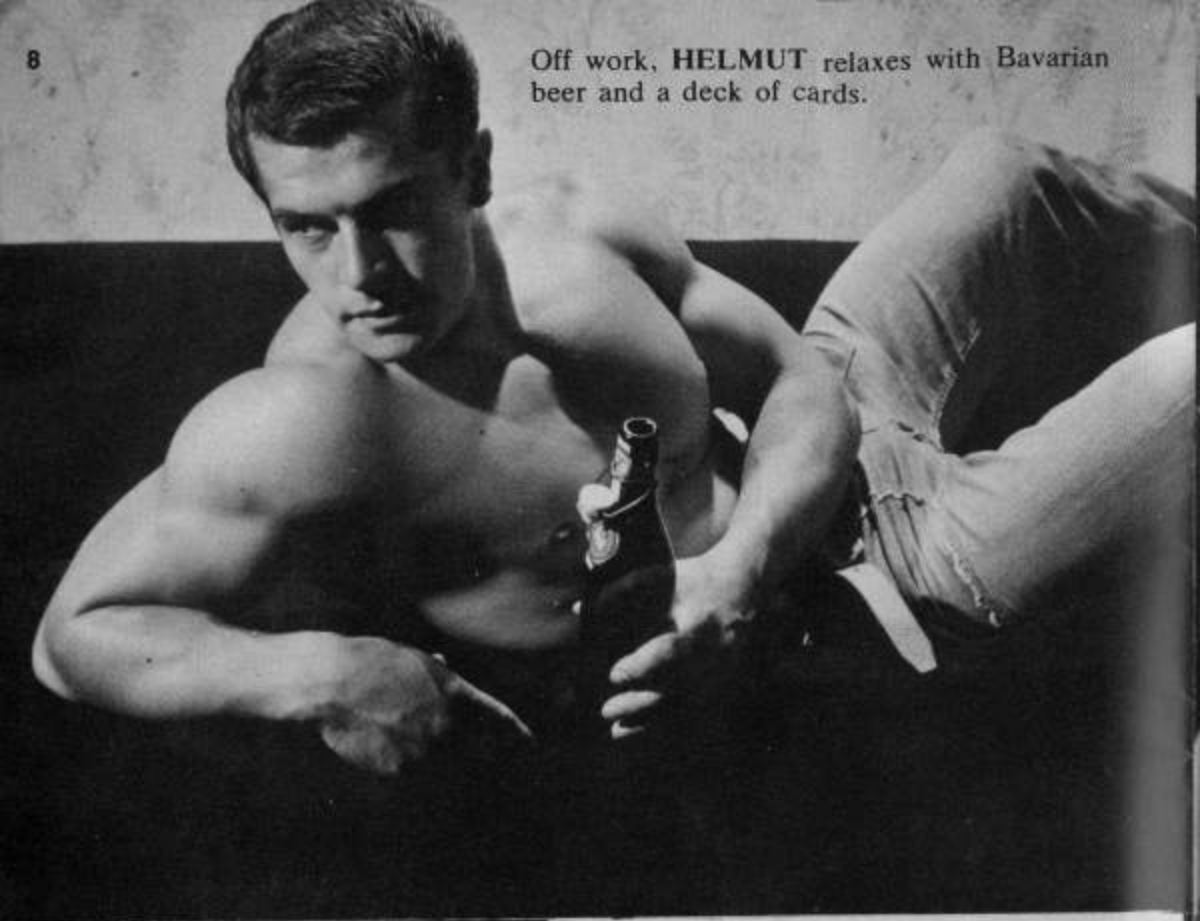
Big welcomes the multi-talented German Athlete, **HELMUT RIEDMEIER.** featured in Treasure House of European Models (**THEM** Ad p. 46). Whether posing or taking a break for beer and pretzels, **HELMUT** is the greatest.

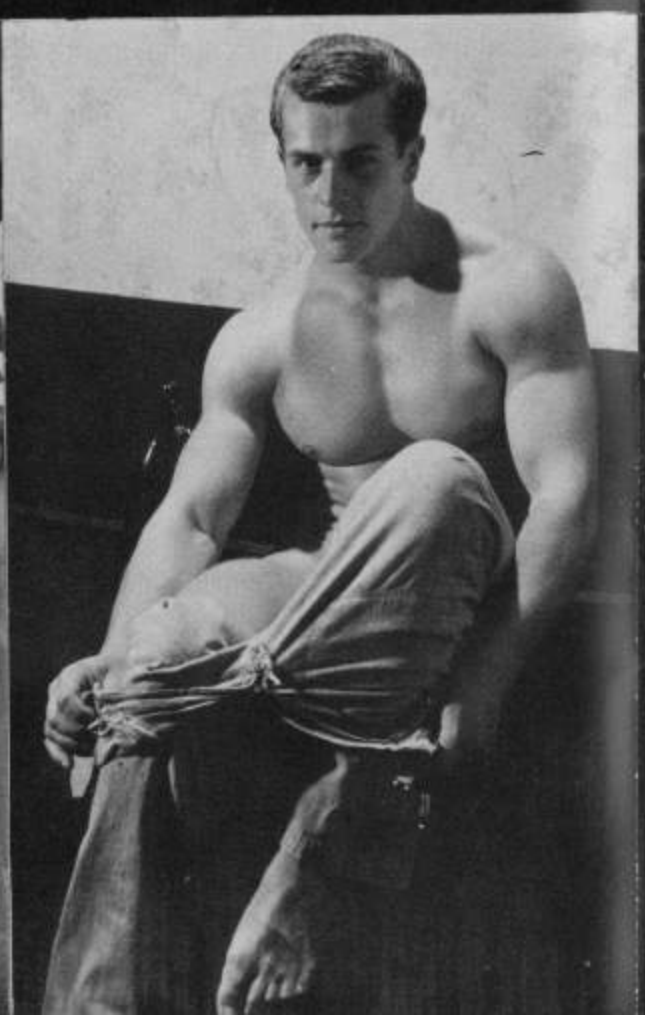
At the vegetable mart where he works **HELMUT** keeps in shape delivering to Munich grocers.



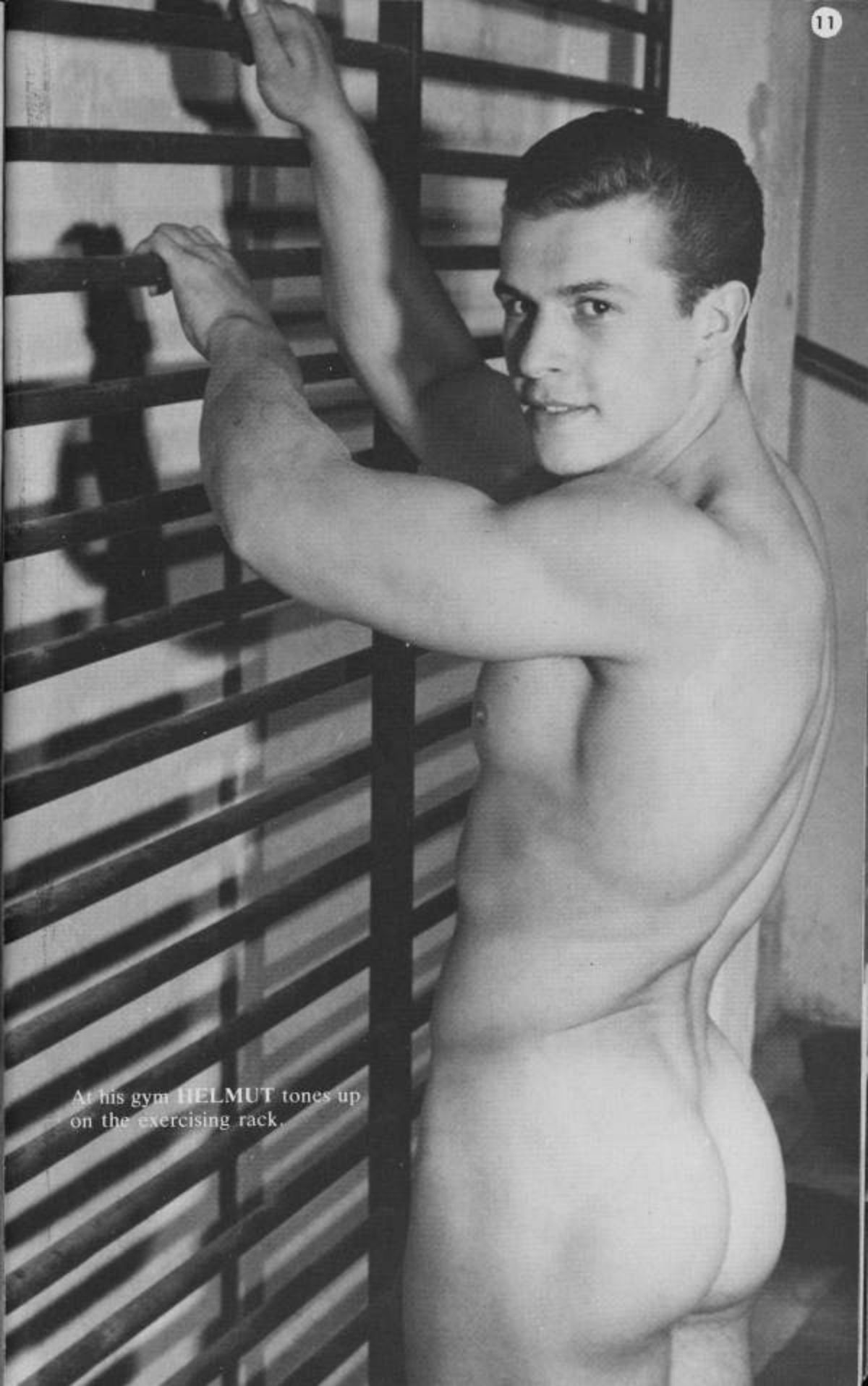
HELMUT's muscular development is exceptional for a 19 year-old. He displays the figure that won him the title "**Junior Mr. Germany, 1964.**"

Off work, **HELMUT** relaxes with Bavarian beer and a deck of cards.



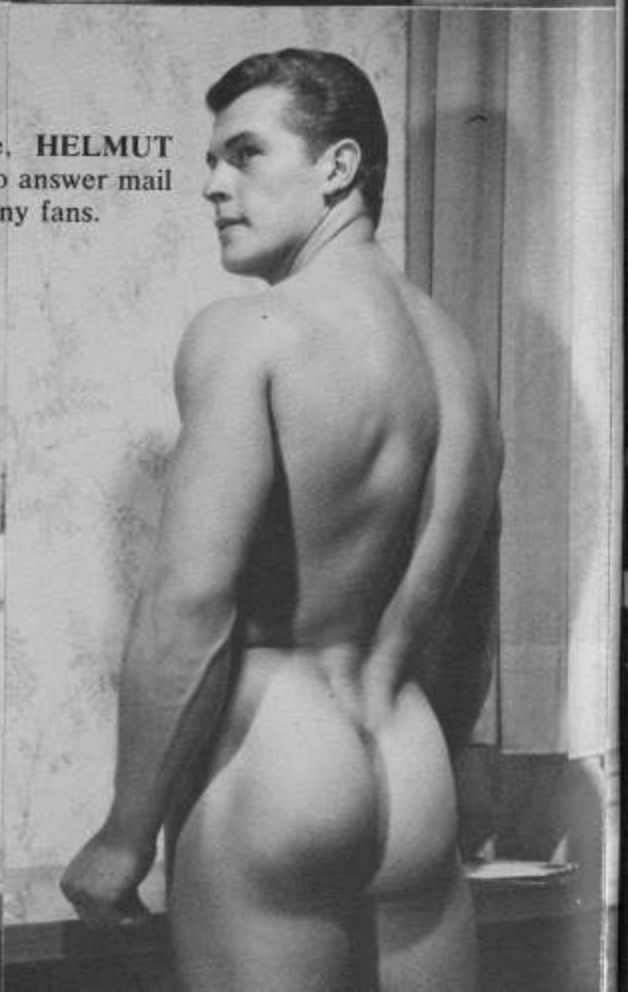


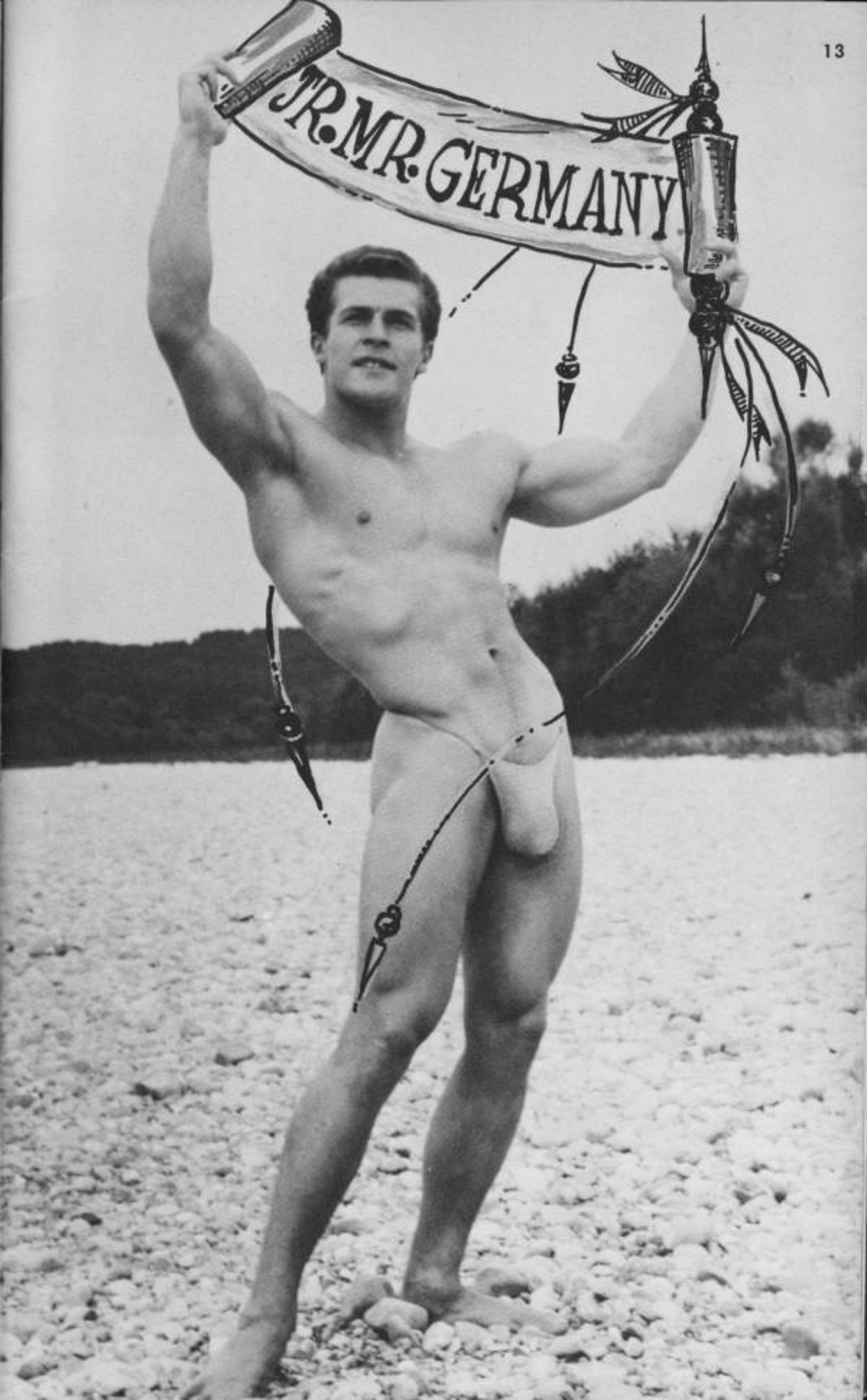
Solitaire turns into a game of strip poker.

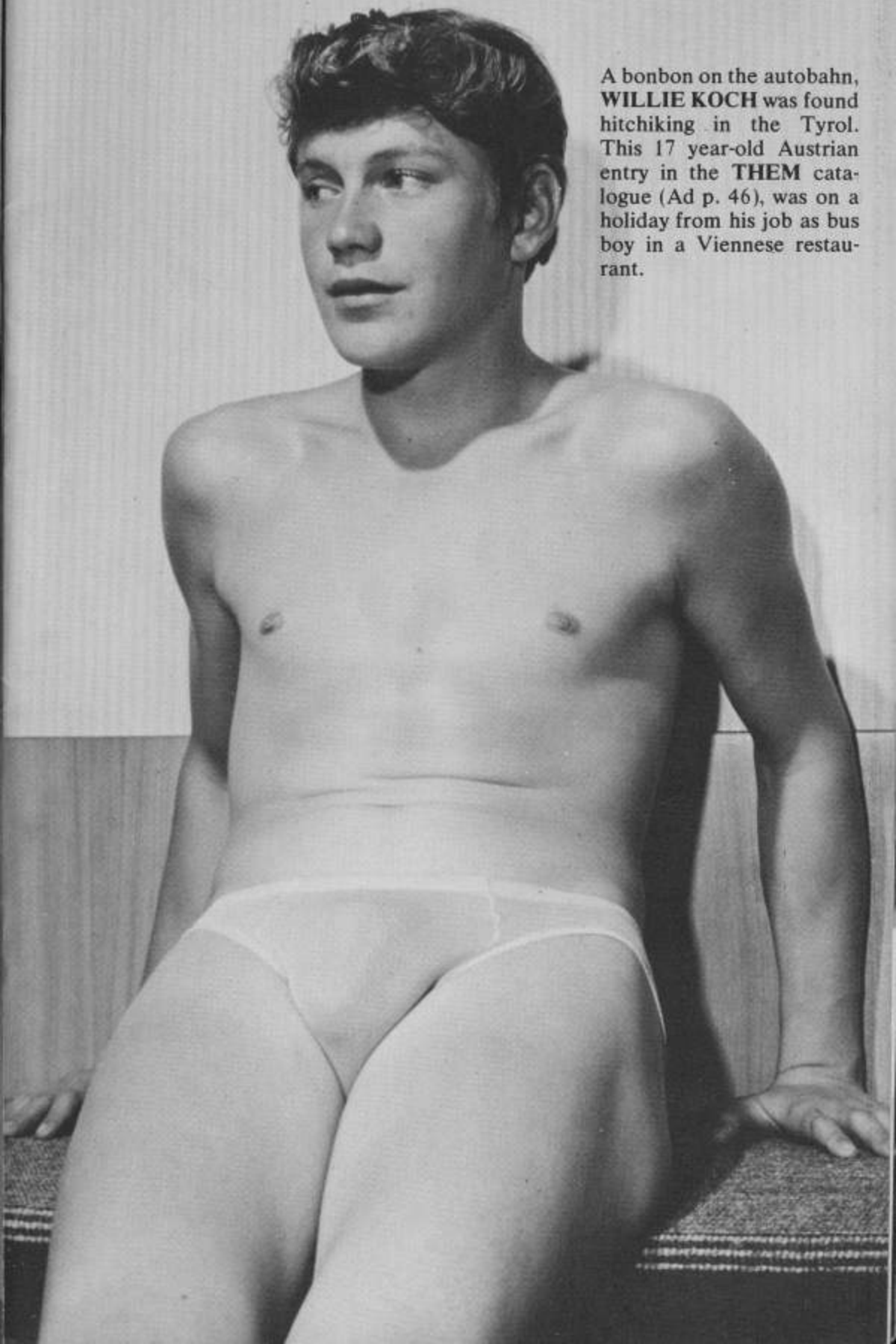


At his gym HELMUT tones up on the exercising rack.

Back home, **HELMUT** takes time to answer mail from his many fans.




JR.MR.GERMANY



A bonbon on the autobahn, **WILLIE KOCH** was found hitchiking in the Tyrol. This 17 year-old Austrian entry in the **THEM** catalogue (Ad p. 46), was on a holiday from his job as bus boy in a Viennese restaurant.

This boy is up a tree because he likes to be. **WARREN NEWMAN**, a 19 year old telephone linesman from Florida, is a **CHAMPION** model. See ad, page 44.

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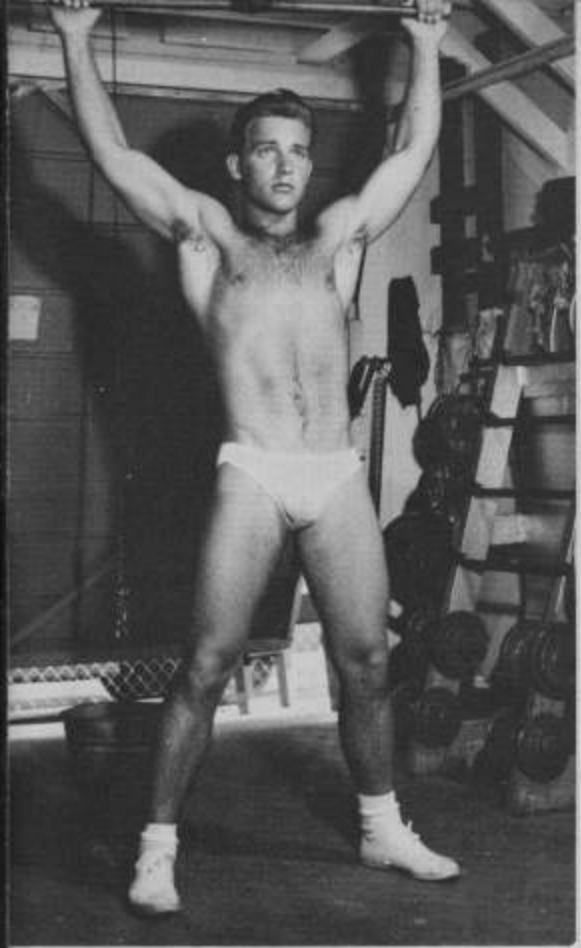
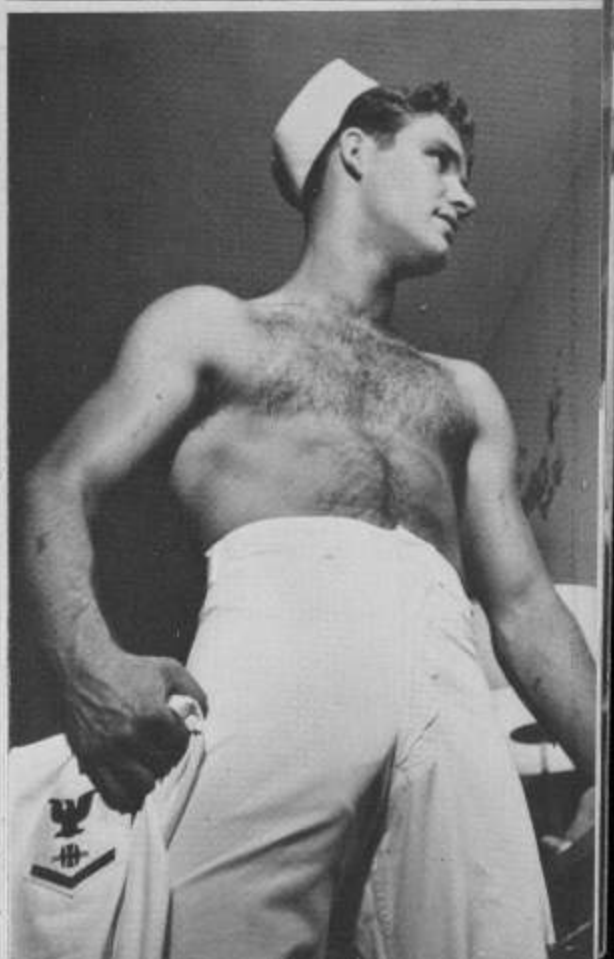
A compact 5'10", **WARREN** keeps his weight down to 170 lbs. by working out at his local gym. A "weekend warrior" in the Coast Guard, **WARREN** here is caught off guard.



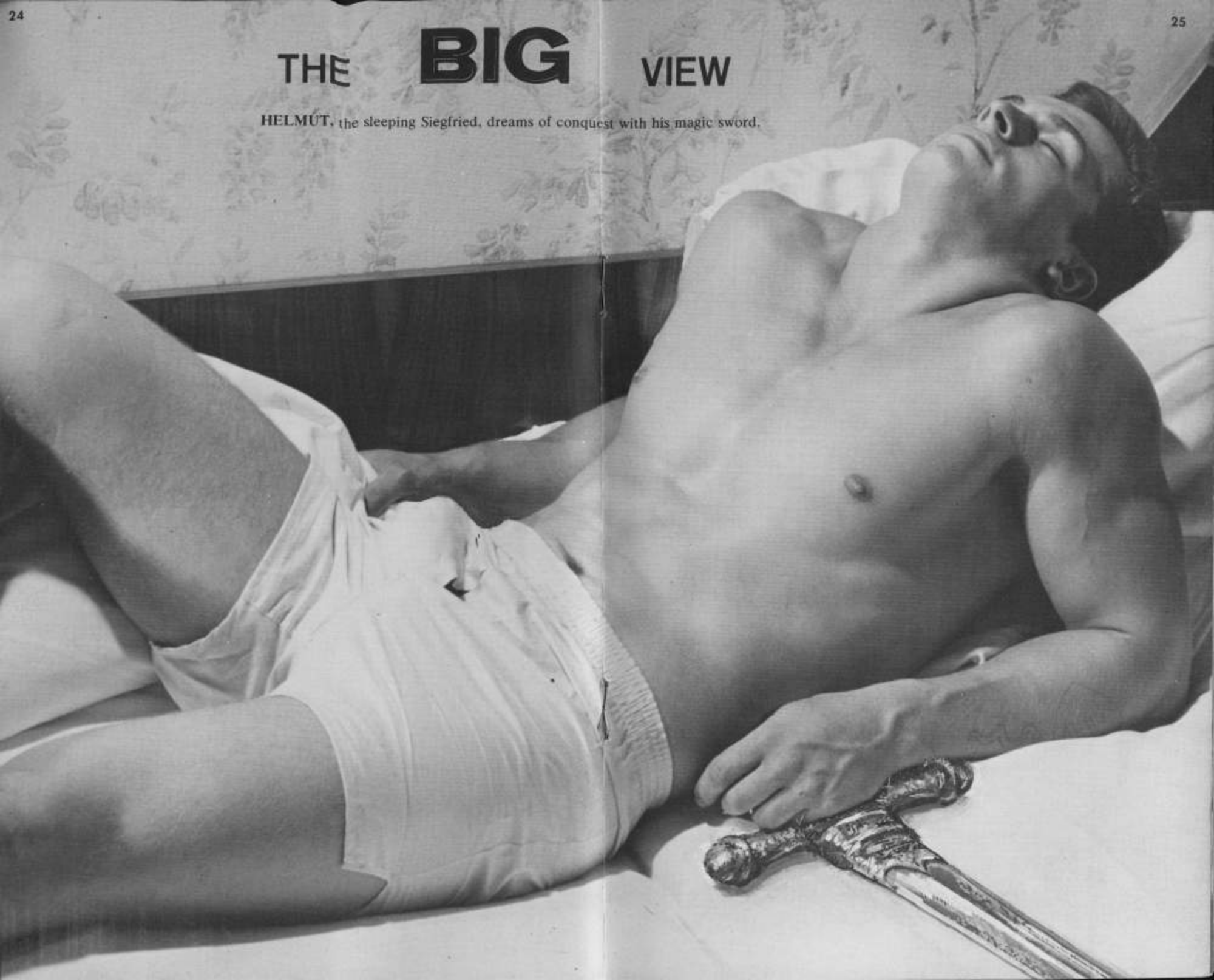


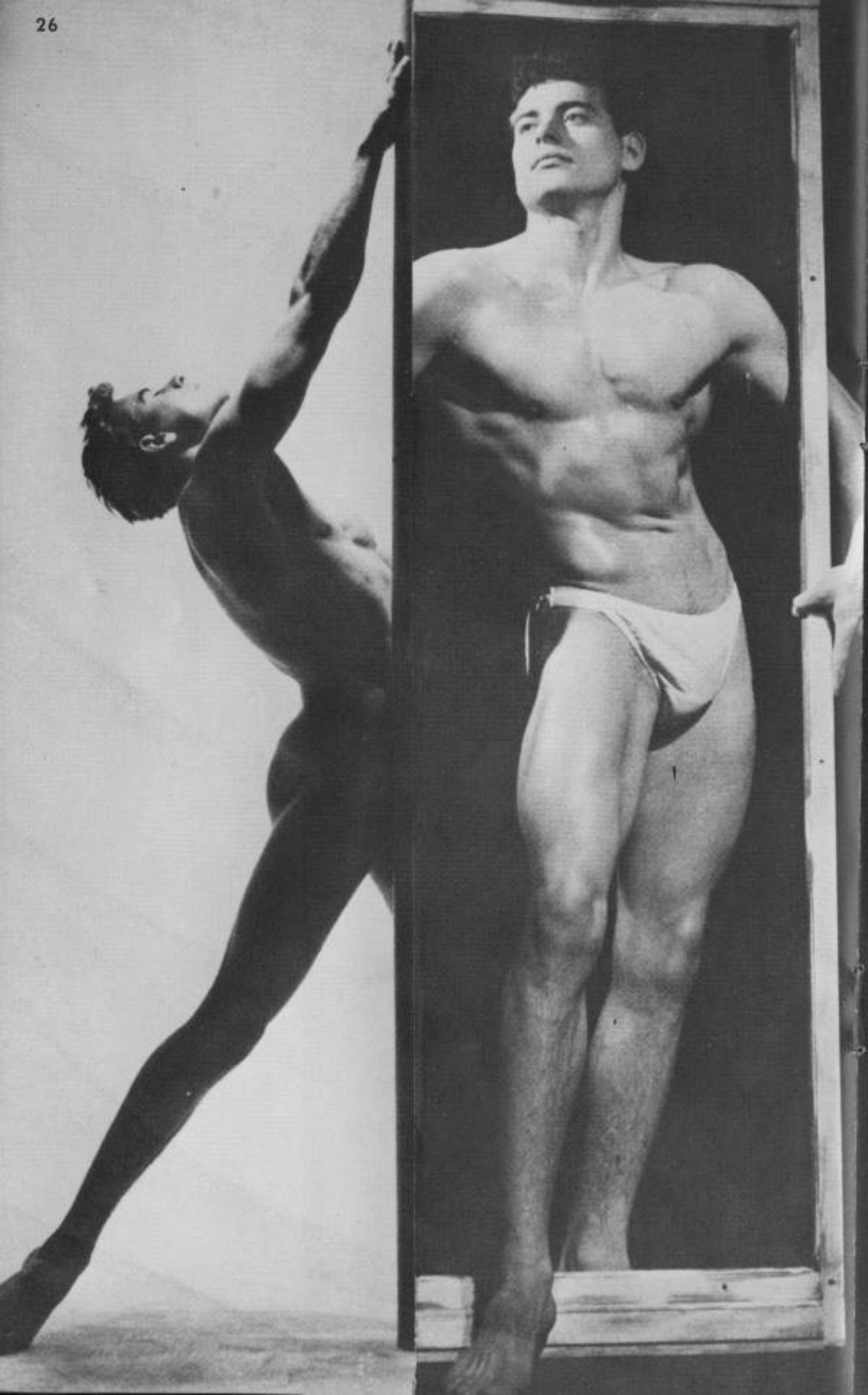
Fun-loving **WARREN** has wide interests, ranging from the guitar to lacrosse.

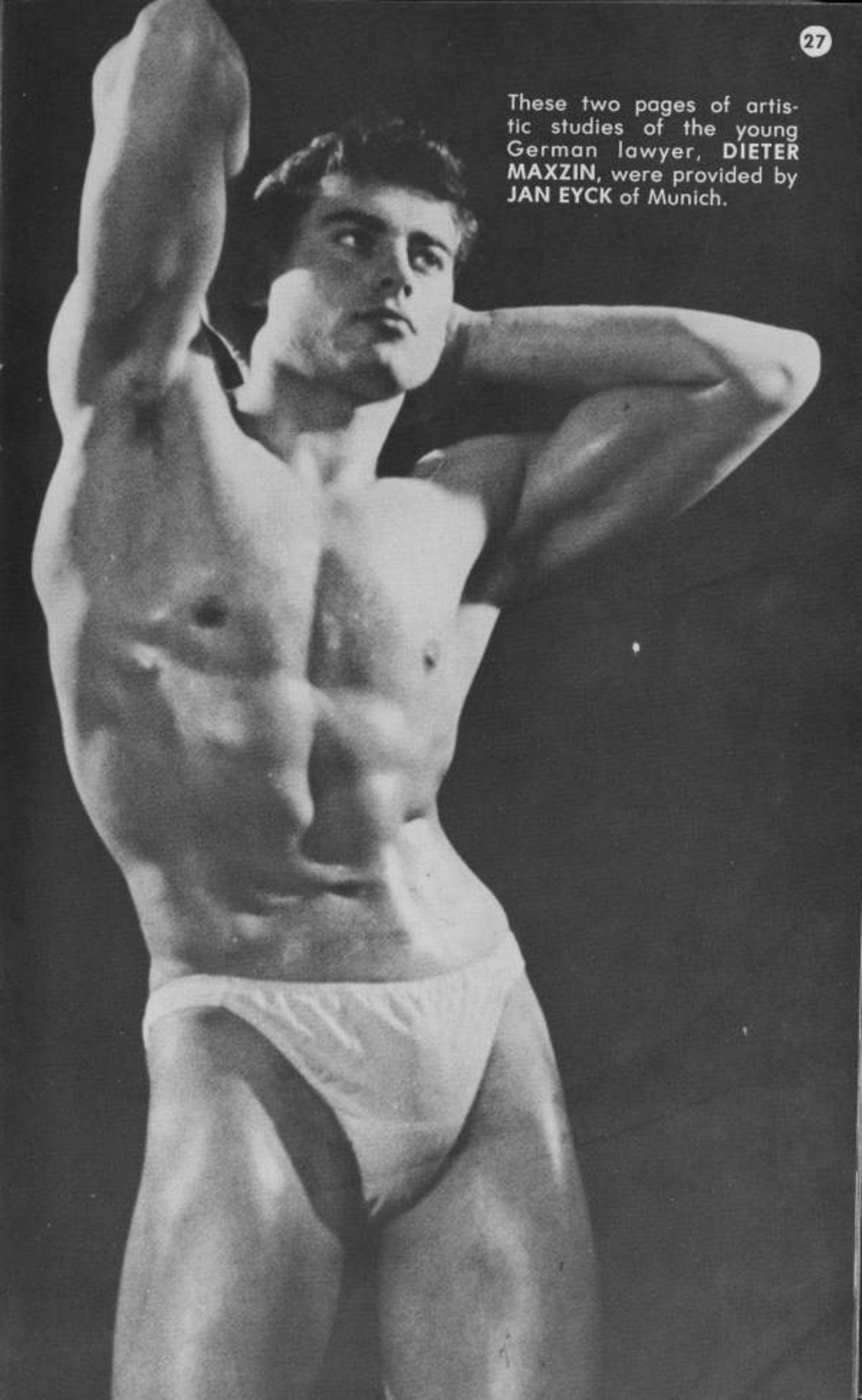
Like his Junker forebears, **CHRIS YUNKER** has noble proportions. Weighing in at 178 lbs., this 6-foot teenage **CHAMPION** tosses the best basket shot on his high-school team. (See **CHAMPION** Ad, page 44)

THE BIG VIEW

HELMUT, the sleeping Siegfried, dreams of conquest with his magic sword.

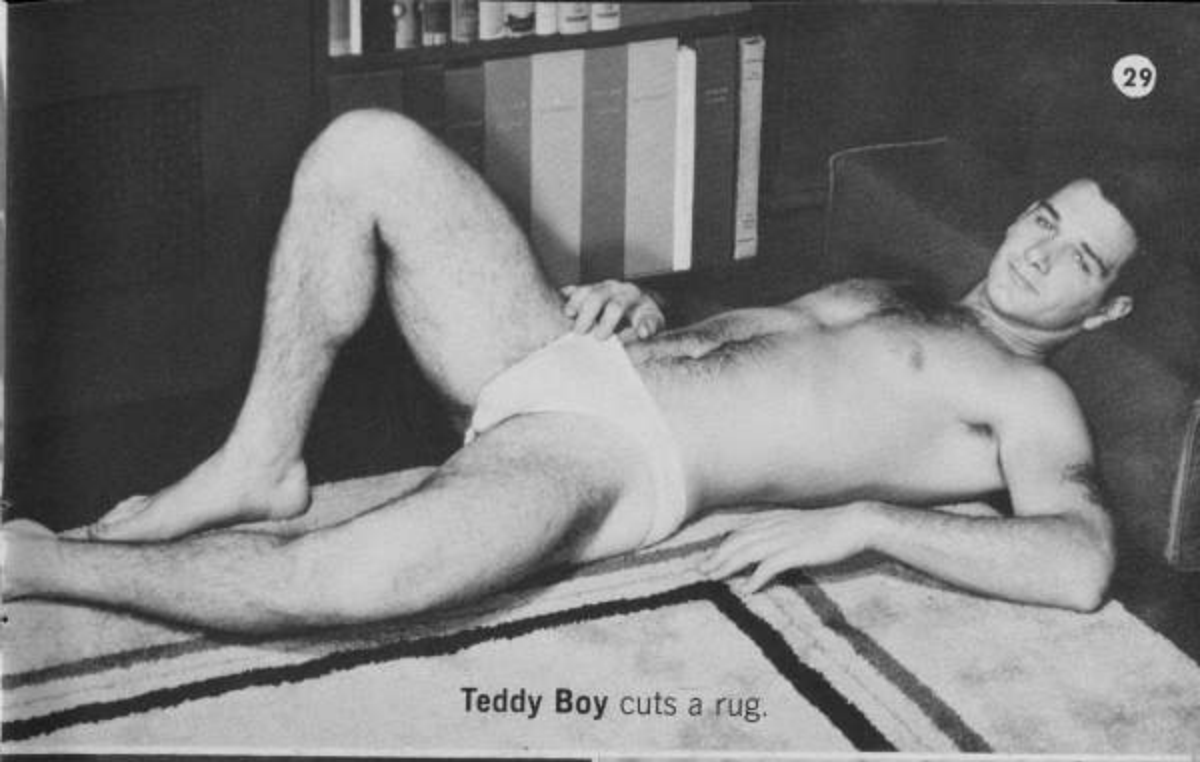






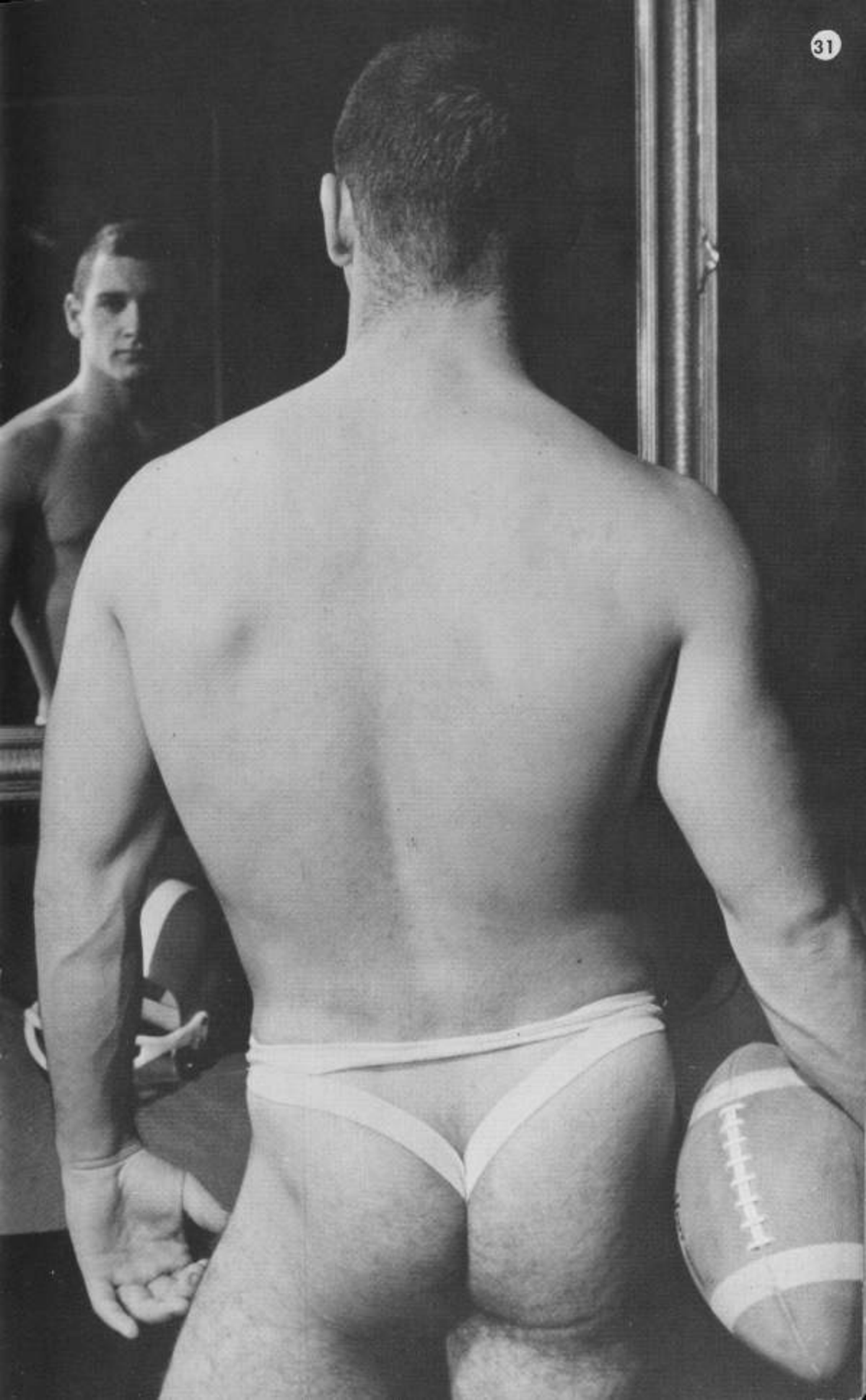
These two pages of artistic studies of the young German lawyer, **DIETER MAXZIN**, were provided by **JAN EYCK** of Munich.

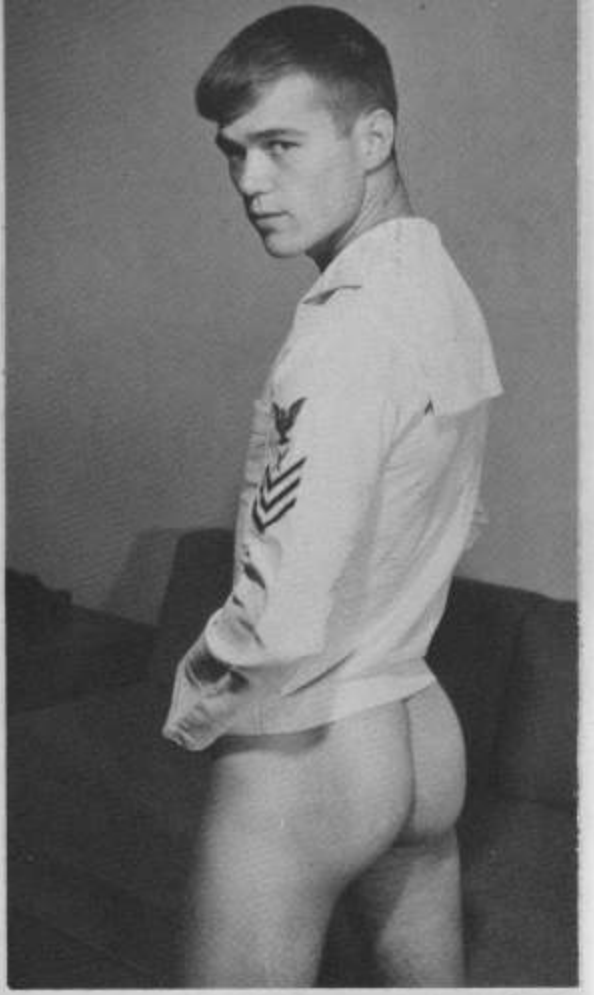
A **CHAMPION** on the gridiron, **KEN FRENCH** takes time out on the bench.

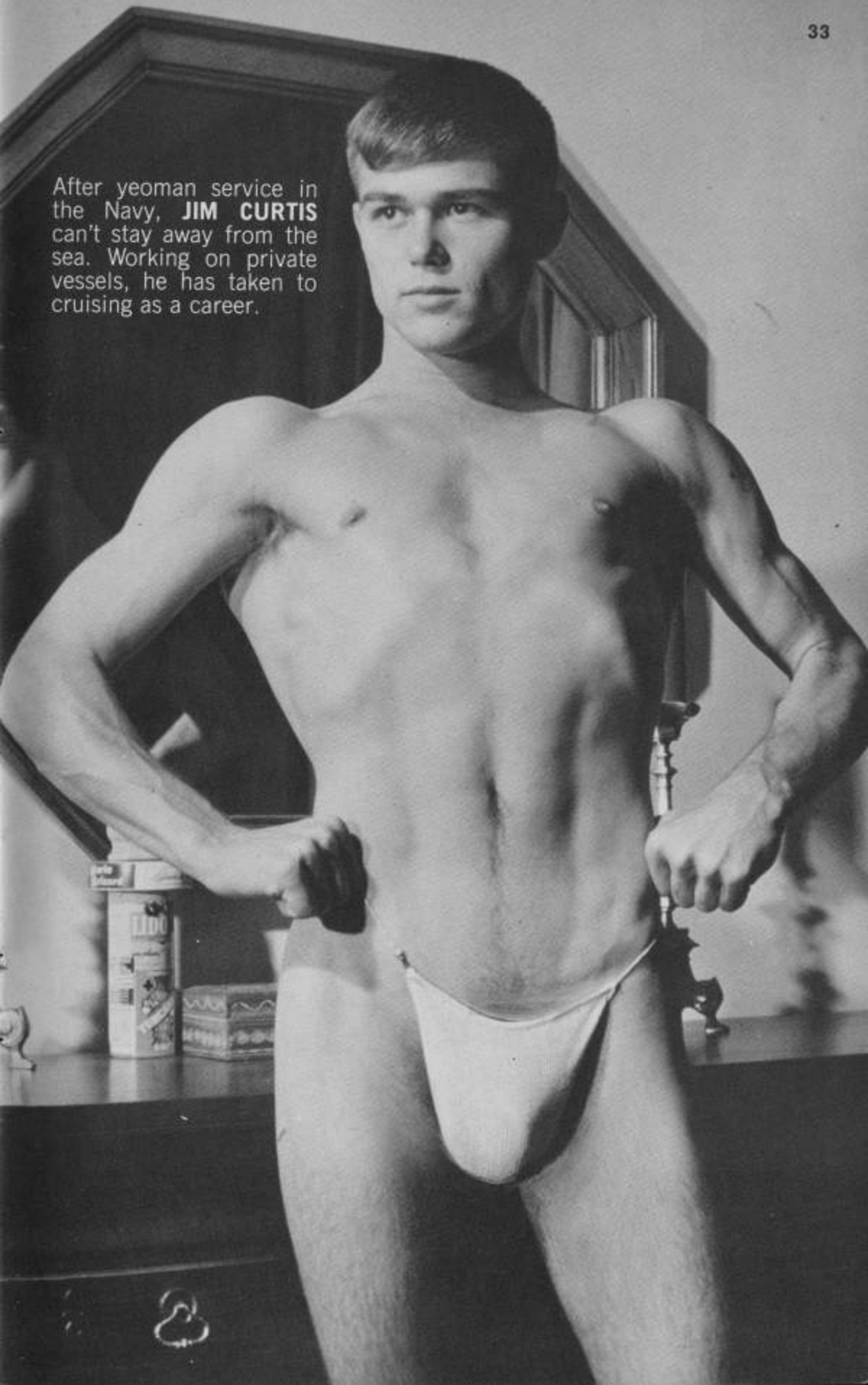


Teddy Boy cuts a rug.

KEN prepares for a scrimmage with his team.

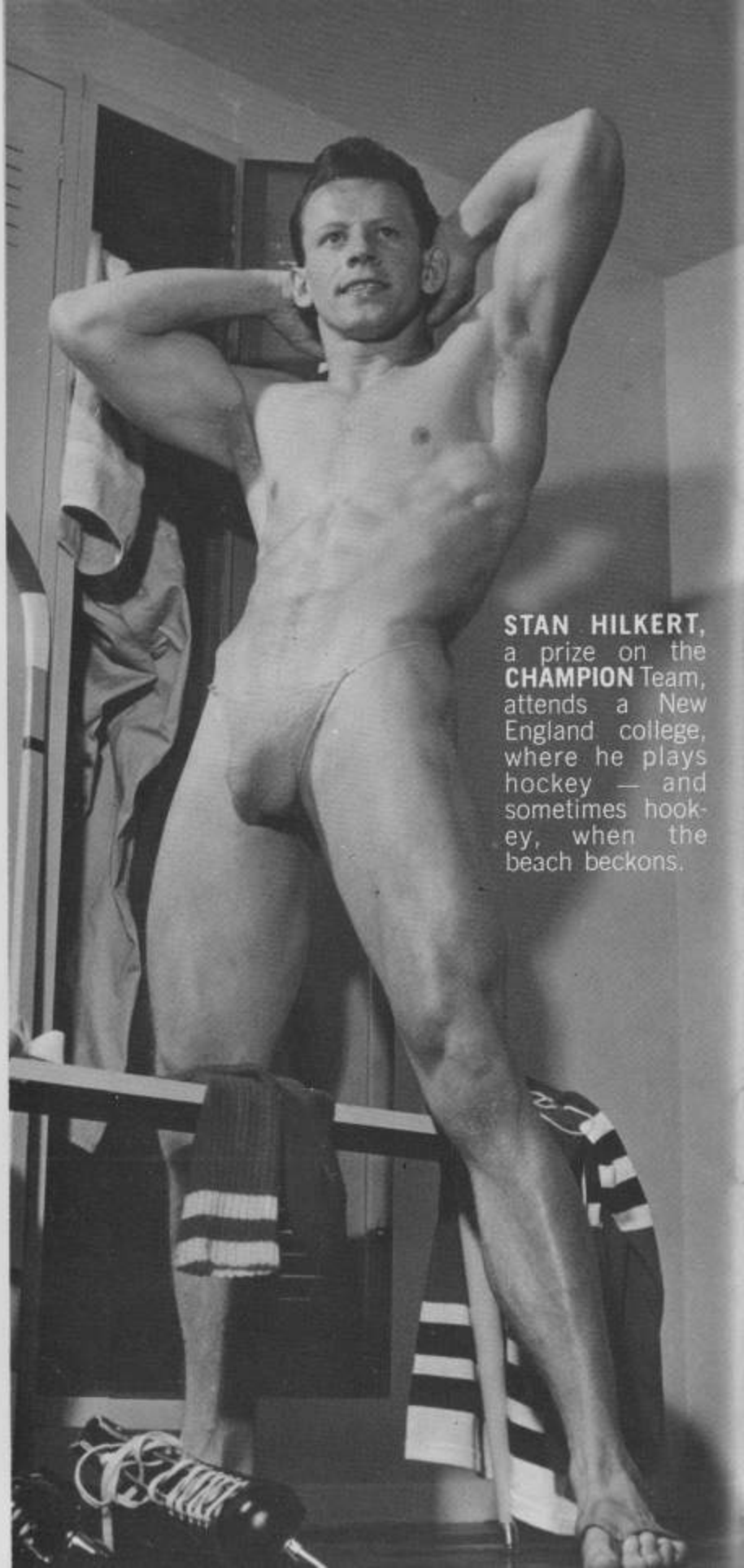






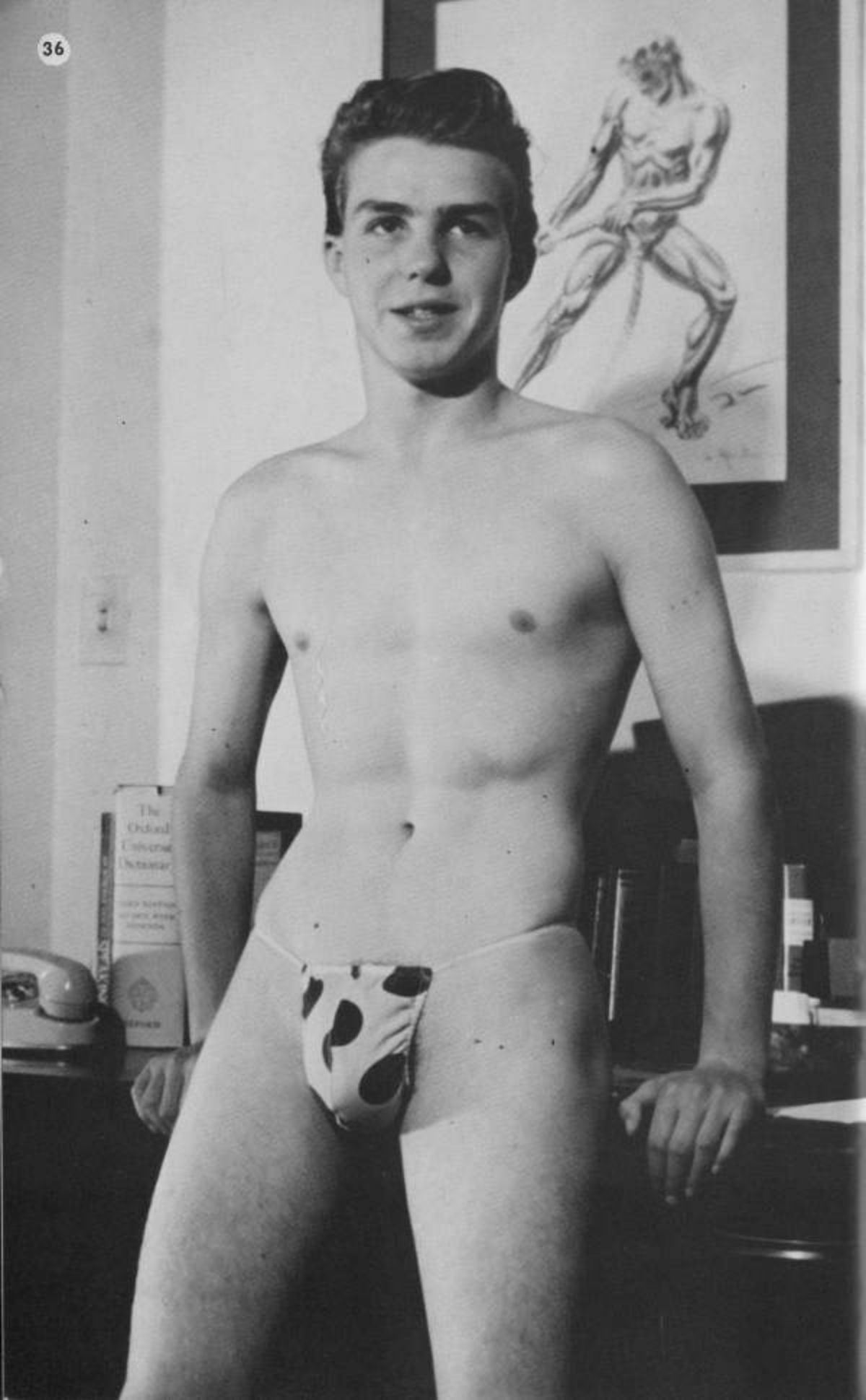
After yeoman service in the Navy, **JIM CURTIS** can't stay away from the sea. Working on private vessels, he has taken to cruising as a career.

PREVIEWS



STAN HILKERT, a prize on the **CHAMPION** Team, attends a New England college, where he plays hockey — and sometimes hookey, when the beach beckons.

CHAMPION

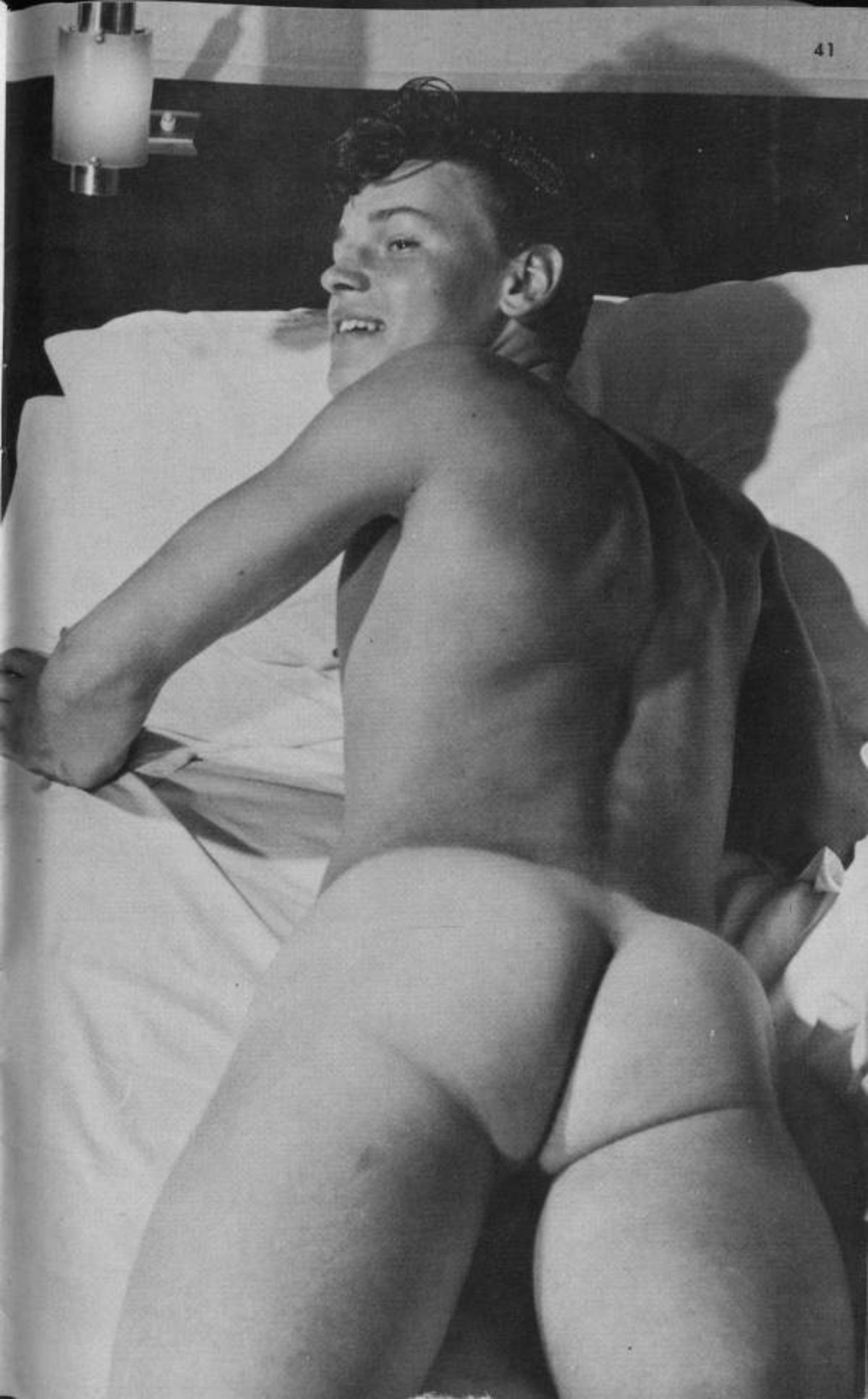


A **CHAMPION** at billiards, 18 year-old **BOBBY RUFF** lives up to his name in the pool hall, but soft music brings out his gentle side.

THEM

PATRIK BERGLUND, the pride of Stockholm, won last year's award of **"Junior Mr. Sweden"** and stars in this year's cast of **THEM.**

Denmark's contribution to **THEM** is the salty **KJELD HELM**, an 18 year-old seaman from Copenhagen.



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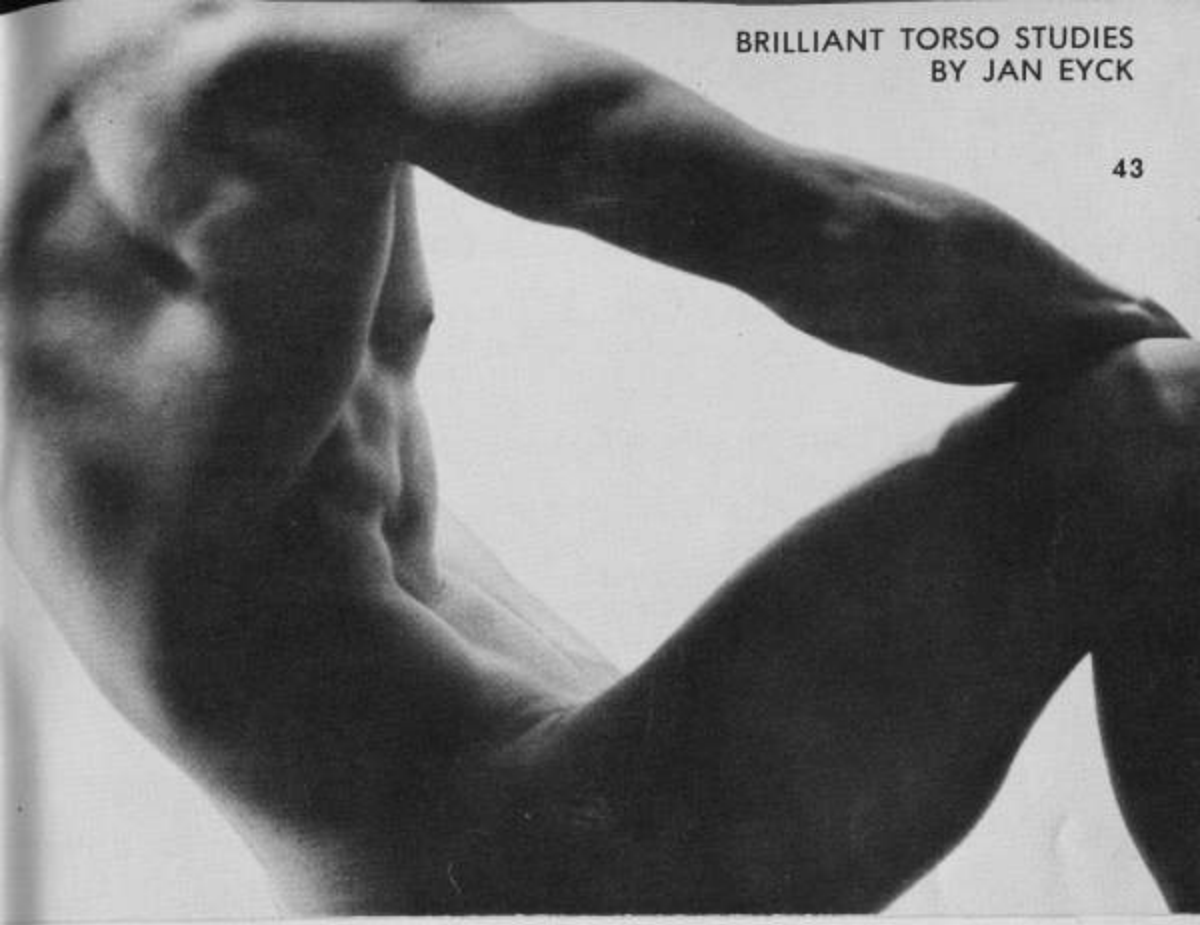

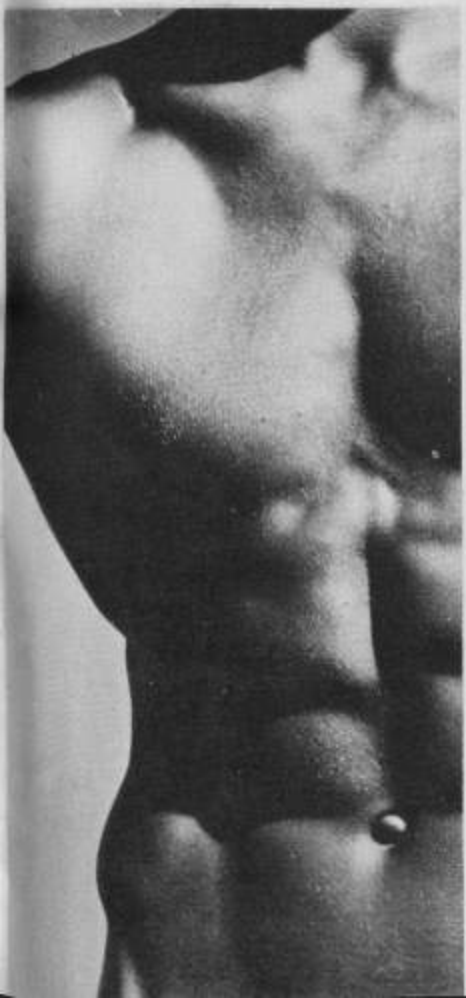

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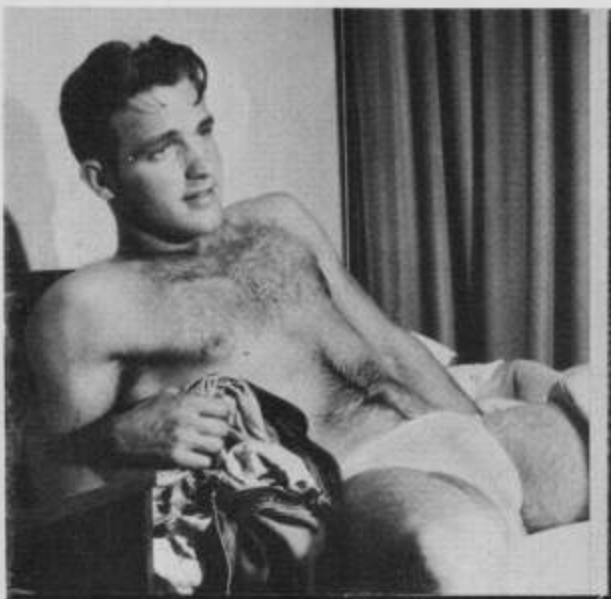

WARREN NEWMAN

CHRIS YUNKER

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Treasure House of European Models

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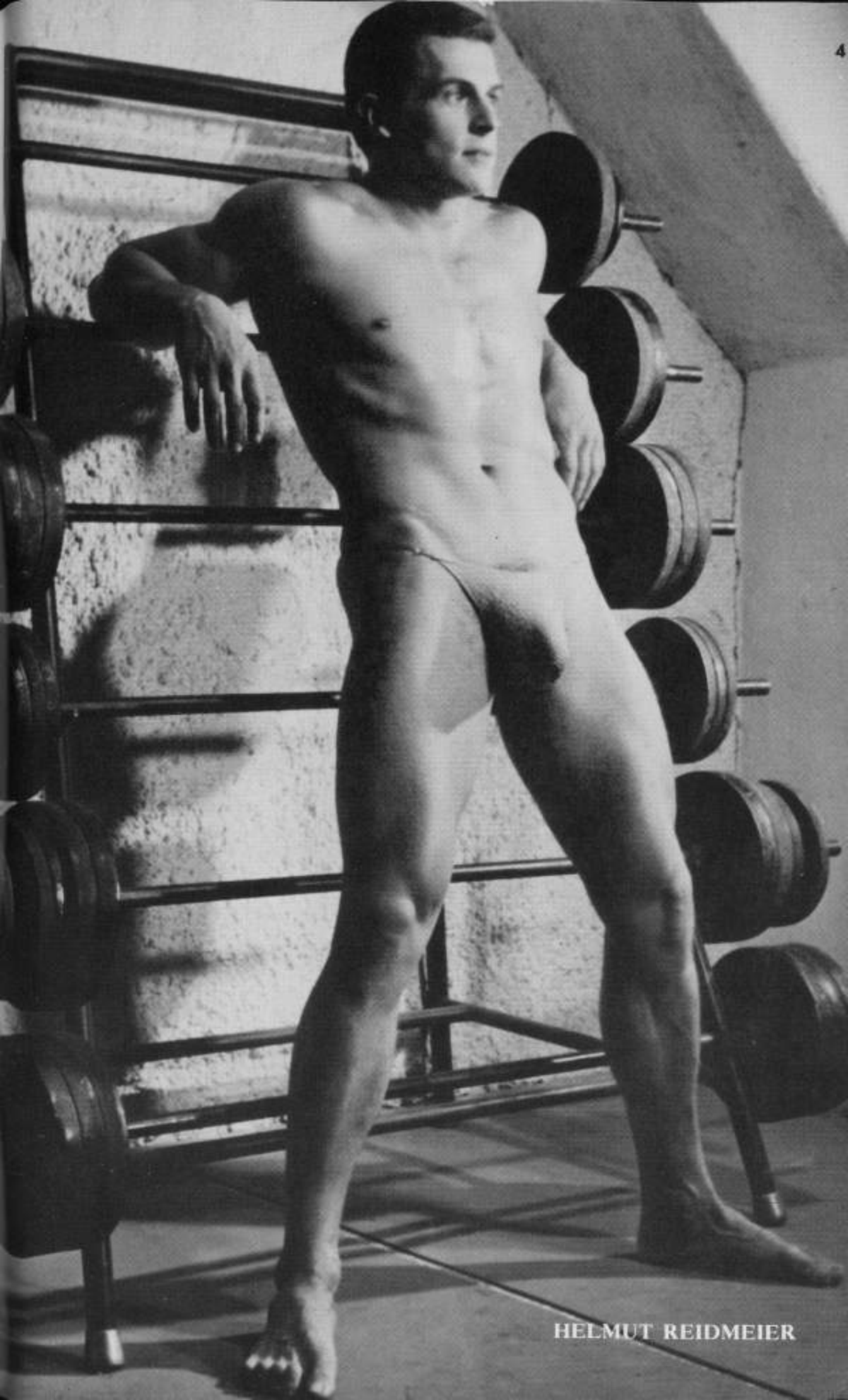

HELMUT REIDMEIER

HELMUT REIDMEIER